



WPEC  
1100 Fairfield Dr  
West Palm Beach, FL 33407

McLaughlin & Associates  
566 S Rt 303  
Blauvelt, NY 10913

# Contract # 1351941

Schedule Dates	08/08/12-08/10/12	Date Entered	08/08/12
Advertiser	Florida Federation for Children (73508)	Last Modified	
Agency	McLaughlin & Associates (9012)	Entered By	Nancy Brutus
Product	POLITICAL ISSUE (ns) (1187)	CO-OP	No
Brand	FL FED FOR CHILD 8/8 (466488)	Headline #	06267365
Salesperson	TeleRep/DC, Washington DC (2995)	Demo	A35+R
Sales Office	TeleRep Washington DC	Order Type	Normal
Buyer Name		Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	352	Commission	\$1,586.25
Account Types	National/Political Issue Agency BRD	Net Total	\$8,988.75
Billing Type	Weekly/Irregular	Sales Tax	
Comments	FL FED FOR CHILD 8/8 ***** THIS IS A CASH IN ADVANCE SCHEDULE ***** FL FEDERATION FOR CHILDREN		

West Palm Beach (WPEC)		
By Broadcast Month	Spots	Rate
Aug. 2012	18	\$10,575.00
<b>Grand Total:</b>	<b>18</b>	<b>\$10,575.00</b>

Due to: Pending line Approvals (Contract is shown with Pending Workflow Approvals applied)

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est 1.0	Unapproved (NewL) on credit hold / SPOT	08/09/12-08/10/12	2	:30	9A- 10A (EST)	3			X	X				3	\$300.00	\$900.00	West Palm Beach (WPEC)		8/8/12
Est 2.0	Unapproved (NewL) on credit hold / SPOT	09/09/12-09/10/12	2	:30	12P- 12:30P (EST)	2			X	X				2	\$725.00	\$1,050.00	West Palm Beach (WPEC)		8/8/12
Est 3.0	Unapproved (NewL) on credit hold / SPOT	09/09/12-09/10/12	2	:30	5P- 5:30P (EST)	2			X	X				2	\$600.00	\$1,200.00	West Palm Beach (WPEC)		8/8/12
Est 4.0	Unapproved (NewL) on credit hold / SPOT	08/09/12-08/10/12	2	:30	5:30P- 6P (EST)	2			X	X				2	\$600.00	\$1,200.00	West Palm Beach (WPEC)		8/8/12
Est 5.0	Unapproved (NewL) on credit hold / SPOT	08/09/12-08/10/12	2	:30	6P- 6:30P (EST)	2			X	X				2	\$900.00	\$1,800.00	West Palm Beach (WPEC)		8/8/12
Est 6.0	Unapproved (NewL) on credit hold / SPOT	08/09/12-08/10/12	2	:30	7P- 7:30P (EST)	2			X	X				2	\$600.00	\$1,200.00	West Palm Beach (WPEC)		8/8/12
Est 7.0	Unapproved (NewL) on credit hold / SPOT	08/08/12-08/08/12	2	:30	12P- 12:30P (EST)	1								1	\$725.00	\$725.00	West Palm Beach (WPEC)		8/8/12
Est 8.0	Unapproved (NewL) on credit hold / SPOT	09/08/12-09/08/12	2	:30	5P- 5:30P (EST)	1								1	\$600.00	\$600.00	West Palm Beach (WPEC)		8/8/12
Est 9.0	Unapproved (NewL) on credit hold / SPOT	08/08/12-08/08/12	2	:30	5:30P- 6P (EST)	1								1	\$600.00	\$600.00	West Palm Beach (WPEC)		8/8/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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Schedule Dates

08/08/12-08/10/12

Advertiser

Florida Federation for Children (73508)

Agency

McLaughlin & Associates (9012)

Product

POLITICAL ISSUE (ns) (1187)

Brand

FL FED FOR CHILDR 8/8 (466488)

Salesperson

TeleRep/DC, Washington DC (2995)

Sales Office

TeleRep Washington DC

Buyer Name

Package Deal

Phone/Fax

Commission %

CPE

Commission

Account Types

Net Total

Billing Type

Sales Tax

Comments

National/Political Issue Agency BRD

Weekly/Irregular

FL FED FOR CHILDR 8/8

\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\* , FL FEDERATION FOR CHILDREN

West Palm Beach (WPEC)		Rate
By Broadcast Month	Spots	
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<b>Grand Total:</b>	<b>18</b>	<b>\$10,575.00</b>

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INCOMPLETE CONTRACT

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est 10.0	Unapproved (Newt.) on credit hold / SPOT	08/08/12-08/09/12	2	:30	6p- 6:30p (EST)				1					1	\$900.00	\$900.00	West Palm Beach (WPEC)		8/8/12
Est 11.0	Unapproved (Newt.) on credit hold / SPOT	08/08/12-08/09/12	2	:30	7p- 7:30p (EST)				1					1	\$600.00	\$600.00	West Palm Beach (WPEC)		8/8/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser

Date:

Accepted-Station:

Date:

Comments:

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b> 8.6.2012
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I, McLaughlin & Associates  
do hereby request station time concerning the following issue:

Primary Election SD27
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

<b>Total Charges:</b>
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This broadcast time will be used by: Florida Federation for Children

<p>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</p> <p style="text-align: center;"> <input type="checkbox"/> Yes             <span style="margin-left: 200px;"><input checked="" type="checkbox"/> No</span> </p>
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For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Florida Federation for Children

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is: FL Federation for Children

☐ a corporation; ☐ a committee; ☐ an association; ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

Chairperson: John Kirtley

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

### TO BE SIGNED BY ISSUE ADVERTISER

8.6.12		203.966.9757
Date	Signature	Contact Phone Number

### TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

	Lillie K Roberts	8/8/12
Signature	Printed Name	Title



# RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF OF A  
CANDIDATE FOR PUBLIC OFFICE OR AN ISSUE OF  
PUBLIC IMPORTANCE

CANDIDATE/ISSUE: FLA. Federation of Children PARTY: \_\_\_\_\_

OFFICE/DESCRIPTION: Issue ELECTION DATE: 8/14/12

INQUIRY MADE BY: \_\_\_\_\_  
Candidate Manager Agency Committee (circle one)

ADDRESS: McLaughlin & Associates  
566 STATE ROAD 303  
Blauvelt, NY 10913

PHONE: 845-365-2000 FAX: 845-365-2008

EMAIL: \_\_\_\_\_

Information Requested: Rates & Avail's

Final Disposition: Order placed \$10,575<sup>00</sup>

If Committee, list officers and position: Chairperson: John Kirtley

TAKEN BY: Cheryl Blair DATE: \_\_\_\_\_ TIME: \_\_\_\_\_  
T' Rep WASH